

AGENDA

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
WEDNESDAY, AUGUST 31, 2005
HOLIDAY INN RESORT
KEY LARGO
10:00 a.m.**

- A. **Call to Order**
- B. **Roll Call**
- C. **Mission Statement**
- D. 1. Additions to and Approval of the Agenda
- E. **Approval of the Minutes**
 - 1. July 12, 2005 Regular Meeting Minutes
- BULK APPROVALS (Recommended Bulk Items are BOLD)**
- F. **Budget**
 - 1. Three Penny Revenue Report
- G. **Public Relations**
 - 1. Status Report – New European PR Agency
 - 1. Ameurop Report
- H. **Film Commission**
 - 1. Status Report
 - 2. Heads In Beds Report
- I. **Advertising**
 - 1. Review of monthly accounting breakdown & FY 2005 Generic Destination & Umbrella campaign recap
 - 2. Response Report – FYI
 - 3. Advertising Recap – FYI
- J. **Sales and Marketing:**
 - 1. Status Report
- K. **Research**
 - 1. Status Report
 - 2. Review of VIS Call Reports
 - 3. Monitoring Economic Status Update
 - 4. Consideration and Action re: Visitor Profile Survey Annual Report
 - 5. Presentation: Study of the Impact of Condominium Conversions to the Florida Keys and Key West

L. **Administrative**

1. Status Report
1. Director's Report
2. Operations Manual Update – FYI
3. Consideration and Action re: Personnel Compensation

M. **Website**

1. Website Status Report

A. **TDC Related Items:**

1. Consideration and Action re: Floridakeys.com Agreement

O. **District Requests**

1. District I:
 - a). Consideration and Action re: Key West International Jazz Festival - \$13,000, DAC I, FY 2006, Third Penny Event Resources (8/3/05)
 - b). Consideration and Action re: Key West Race Week - \$54,500, DAC I, FY 2006, Third Penny Event Resources (6/22/05)
 - c). Consideration and Action re: Key West Songwriters Festival - \$24,000, DAC I, FY 2006, Third Penny Event Resources (8/3/05)
 - d). Consideration and Action re: Key West World Championship Race - \$95,841, DAC I, FY 2006, Third Penny Event Resources (6/22/05)
 - e). Consideration and Action re: Pridefest 2006 - \$14,500, DAC I, FY 2006, Third Penny Event Resources (8/3/05)
 - f). Consideration and Action re: Fantasy Fest - \$85,000, DAC I, FY 2006, Third Penny Event Resources (6/22/05)
 - g). Consideration and Action re: Higgs Beach Cleaning and Maintenance - \$87,750, DAC I, FY 2006 Capital Resources (8/3/05)
 - h). Consideration and Action re: Smathers & Rest Beach Maintenance - \$380,000, DAC I, FY 2006 Capital Resources (8/3/05)
 - i). Consideration and Action re: White Street Pier - \$100,000, DAC I, FY 2006, Capital Resources (8/3/05)
 - j). Consideration and Action re: Tennessee Williams Theatrical Equipment - \$12,000, DAC I, FY 2006, Capital Resources (8/3/05)
 - k). Consideration and Action re: Botanical Garden Aviary - \$200,000, DAC I, FY 2006, Capital Resources (8/3/05)
 - l). Consideration and Action re: African Memorial Cemetary - \$25,000, DAC I, FY 2006, Capital Resources (8/3/05)
 - m). Consideration and Action re: West Martello Tower - \$23,500, DAC I, FY 2006, Capital Resources (8/3/05)
 - n). Consideration and Action re: National Marine Sanctuary Eco-Discovery Center - \$410,000, DAC I, FY 2006, Capital Resources (8/3/05)
 - o). Consideration and Action re: Studio Key West Historic Harris School - \$344,098, DAC I, FY 2006, Capital Resources (8/3/05)

2. District III:
 - a). Consideration and Action re: Florida Keys Land & Sea Beautification and Enhancement - \$300,000, DAC III, FY 2006, Capital Resources (8/3/05)
 - b). Consideration and Action re: City of Marathon Cocoplum Beach Amenities Improvement - \$66,310, DAC III, FY 2006, Capital Resources (8/3/05)
 - c). Consideration and Action re: Dolphin Research Center Fish Freezer and Front Sign - \$93,962, DAC III, FY 2006, Capital Resources (8/3/05)
 - d). Consideration and Action re: Marathon Garden Club Roof & Parking Lot Repair - \$4,046, DAC III, FY 2006, Capital Resources (8/3/05)
3. District IV:
 - a). Consideration and Action re: Extension to Agreement with the Islamorada Village of Islands – Amphitheatre Project
4. District V:
 - a). Consideration and Action re: Harry Harris Park Culvert Improvements - \$32,000, DAC V, FY 2006, Capital Resources (8/2/05)
 - b). Consideration and Action re: Mr. Joe Miller/Tourist Related Representative

P. **Cultural Umbrella**

1. Minutes of Cultural Umbrella Meeting – FYI
2. Consideration and Action re: District III Appropriations Member – Marianne Motches
3. Consideration and Action re: Cultural Umbrella Funding for Florida Keys Art Guild

Q. **Fishing Umbrella**

1. Minutes of Fishing Umbrella Meeting – FYI

R. **Dive Umbrella**

1. Minutes of Dive Umbrella Meeting – FYI

S. **Public/Industry Input**

T. **General Discussion**

Adjourn the meeting of the Monroe County Tourist Development Council

Convene meeting as Visit Florida Keys

U. **Visit Florida Keys**

1. Consideration and Action re: Visit Florida Keys portion of the July 12, 2005 meeting minutes

Adjourn the meeting of **Visit Florida Keys**

Reconvene meeting of **Monroe County Tourist Development Council**

V. **Adjournment**